

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
Fax (716) 834-3145

March 20, 1998

RJR Account #335710
Mr. J. Weisberg
KINGSTON TOBACCO

SALEM TEAR TAPE PROMOTION #800438: APRIL (#804)

Dear Joe:

SALEM .30¢ Tear Tape product has been ordered, as well as 31 SKUs of 40-Pack Displays (Item #541964 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. Displays should be maintained by retailer for future Salem .30¢ Tear Tape promotional shipments (see enclosed Retailer Letter). This product is being shipped @ .30¢ off-invoice.

Display Detail / Item #541964

SKU CUBE:	0.5020
SKU WT (w/o Product):	1.1350 lbs
Retail Sales Offers per Sku:	40 units
Billing per Sku:	4 Full Price Cartons

RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$56.00 (4 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

PARTNERS 'BONUS' REPORTING DESCRIPTION

'SAL 98 .30/1 PK'

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: 162305

Enc. Retailer Letter

Retail Customer List

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

SAL20AP.DOC

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APRIL DELIVERY
SALEM TEAR TAPE
KINGSTON TOBACCO

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	<u>2</u>
12300-24195	Full Flavor 100	<u>2</u>
12300-24196	Light	<u>2</u>
12300-24197	Light 100	<u>2</u>

Product / Premium Arrival: **April 6, 1998**
Ship Date to Retail: **Week of: April 13, 1998**
EFT \$ Amount: **\$2,377.73**

April Drive Period 804 / Promotion #800438

PROMOTION DESCRIPTION: EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.

**RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DRIVE PERIODS
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'
IN EACH DISPLAY SHIPPED TO RETAIL)**

APRIL DELIVERY

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BPEN5BB2

WORKPLAN VAP TEMPLATE LISTING

 PAGE: 8
 DATE: 98-03-20
 TIME: 12:01 PM

 WHOLESALER : 335710 KINGSTON CANDY & TOB. CO. <DIRECT>
 TEMPLATE : 800438 80400 SAL 98 .30/1 NO
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162210		178349	CHEESE N THINGS	ROUTE 28	PINE HILL	NY	12465	1	1			2		
162303	162322	649931	UNITED QUIK STOPS	1229 WESTERN AVE.	ALBANY	NY	12203	1		1	3	5		
162303	162324	703580	UNITED QUIK STOP IN	52 FULLER RD	ALBANY	NY	12205			1	11	12		
162305	162327	212606	MALL MOBIL SERVICE	1146 ULSTER AVE	KINGSTON	NY	12401	2	2	3	2	9		
162305	162327	287612	GETTY MART	333 WASHINGTON AV	KINGSTON	NY	12401	2		2		4		
162305	162327	486928	BROADWAY GROCERS	702 AB BROADWAY	KINGSTON	NY	12401	2	2	2	2	8		963645
162305	162326	620309	LAKE KATRINE GETTY	1738 ULSTER AVE	LAKE KATRIN	NY	12449	1	1	1	1	4		
162305	162327	650654	ULSTER DELI & GROC.	688 BROADWAY	KINGSTON	NY	12401	1	1	1	1	4		
162305	162327	655489	KINGSTON DELI	630 BROADWAY	KINGSTON	NY	12401	1	1	1	1	4		
162305	162327	681154	BROTHER CONVENIENCE	675 BROADWAY	KINGSTON	NY	12401	1	1	1	1	4		
162305	162328	701715	PILARY, INC.	895 ALBANY	KINGSTON	NY	12401	1	1	1	1	4	0362-0102	
162305	162327	714699	LANDMART	327 BROADWAY	KINGSTON	NY	12401	4	4	4	4	16		
162305	162328	735486	CITOG CALDOR	1335 ULSTER AVE	KINGSTON	NY	12401	1		2	1	4		
162305	162327	743277	DAIRY KING	353 FOXHALL AVE	KINGSTON	NY	12401	1	1	1	1	4		
162305	162326	750662	LEMA PETROLEUM	ROUTE 32 BOX 124	FREEHOLD	NY	12431	1	1	1		3		
162305	162326	762542	AERO STAR INC.	3 MOUNT AIRY RD	SAUGERTIES	NY	12477	1	1	1	1	4		
162305	162327	764445	HARRY, INC.	85 MURRAY ST	KINGSTON	NY	12401	1	1	1	1	4		
162305	162326	764455	LAWYERS GENERAL	STORE, INC.	EAST DURHAM	NY	12423	1	1	1	1	4		
162305	162328	767816	K & S PETROLEUM	1105 STATE ROUTE	KINGSTON	NY	12401	1	1	1	1	4		
162305	162326	769978	SITARA PETROLEUM, IN	3112 ROUTE 9W	SAUGERTIES	NY	12477	1	1	1	1	4		
162305	162328	770168	HOB0 DELI	ROUTE 28W	KINGSTON	NY	12401	1	1	5	1	8		
162305	162327	790641	LUCKY PETROLEUM	384 FOXHALL AVE	KINGSTON	NY	12401	1	1	1	1	4		
162306	162327	651694	CITGO STONE RIDGE	3492 MAIN ST.	STONE RIDGE	NY	12484	1	1	1	1	4		
162306		702856	SHABIR PETROLEUM I	28 MILL ST	RHINEBECK	NY	12572	1				1		
162306	162327	785137	CORNER STORE	RT 209 & LEGGETT	STONE RIDGE	NY	12484	2	2	2	1	7		
162307	162328	619766	Z&J GETTY HIGHLAND	443 ROUTE 9W	HIGHLAND	NY	12528	1		1	1	3		945261
162308	162329	578947	KAHN FOOD & GIFT	DBA SUNOCO MART	COLD SPRING	NY	10516	1	1	2	1	5		
162308	162328	582742	H & S QUICK MART, IN	238 DUTCH TPKE	POUGHKEEPSI	NY	12601		2	1	1	4		
162308	162328	741928	SUNOCO CONV STORE	365 VIOLET AVE	POUGHKEEPSI	NY	12601	2	2	2	2	8		
162308	162328	757345	COASTAL GAS & CONV.	254 DUTCHESS TPKE	POUGHKEEPSI	NY	12603	1	1	1	1	4		
162308	162328	770154	GETTY # 58721	617 ALBANY POST R	HYDE PARK	NY	12538	1	1	1	1	4		

PAGE BREAK TOTAL ACCOUNTS 31 TOTAL QUANTITY 37 33 44 45 159

TEMPLATE TOTAL ACCOUNTS 31 TOTAL QUANTITY 37 33 44 45 159

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To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

\$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH FUTURE SALEM PROMOTIONS THROUGHOUT 1998.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND \$3.00 OFF/ CARTON PROMOTED PRODUCT WHICH IS TO BE PLACED INTO THE 40-PACK DISPLAY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS.

IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

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